



MIAMI BEACH

RECEIVED  
2013 JUL 22 PM 3:28  
CITY CLERK'S OFFICE

OFFICE OF THE CITY MANAGER

NO. LTC # 251-2013

LETTER TO COMMISSION

To: Mayor Matti Herrera Bower and Members of the City Commission

From: Jimmy L. Morales, City Manager

Date: July 23, 2013

Subject: VACANT STOREFRONT WINDOW ORDINANCE AND PROGRAM UPDATE

The purpose of this Letter to Commission (LTC) is to provide you with a status of the Vacant Storefront Window Ordinance program.

**BACKGROUND**

Vacant storefronts create blighted economic and social conditions contrary to the viable and healthy economic, aesthetic and social fabric that the city has cultivated and encourages in its commercial zoning districts. On May 9, 2012, the City Commission adopted an Ordinance that was designed to permit vacant storefronts to be wrapped with attractive signage to obscure the deteriorated or deconstructed interior conditions, while not contravening the City's long-standing prohibition on general advertising. The ordinance permits full storefront window wraps on vacant ground floor commercial spaces, but would not mandate window wraps for vacant storefronts. This is a voluntary program, taking the form of either the City's pre-printed free of charge window wrap signage, or other non-commercial graphic window wraps, to be reviewed and approved by Design Review staff for aesthetics and appropriateness. Leasing information or "coming soon" messages could be incorporated into the window wrap signage, the text of which could equal 25% of the total window area

**CURRENT STATUS**

As part of the various efforts to improve the North Beach Commercial Corridor, the first installations of the City's pre-printed free of charge window wrap signage have occurred in three locations in that area:

- 7330 Ocean Terrace - St Tropez Building
- The former McDonalds on the corner of 71<sup>st</sup> and Collins Avenue.
- 219 71<sup>st</sup> Street

The owners of these properties were informed of the advantages of the program and voluntarily chose to cover their unoccupied storefronts to improve the aesthetics of their buildings. Attached are pictures of those installations for your reference.

Economic Development Division Staff is coordinating with Code Compliance, Planning and Building to assist in the education and outreach efforts. Marketing materials that include



postcards (see attached) that detail the specific requirements of the code (Sec. 138-140 Vacant Storefront and Signs) and advantages of the program will be provided to the public, mailed to the major property managers/owners within the city, featured in MB Magazine and also profiled on the City's economic development website.

It is anticipated that the continued successful adoption of the program in North Beach in addition to the aggressive marketing of the program to property owners and asset managers in the rest of the city will encourage participation and reduce unsightly vacant storefronts, assisting the sustainable and healthy economic environment the city has cultivated and encourages in its commercial zoning districts.

Please feel free to contact me with any questions.

JLM/KGB/MAS/GPH



# Don't bare it all

## COVER YOUR WINDOWS

While your storefront business is in transition, waiting for a new tenant, rather than creating an eyesore by leaving your storefront empty or covering your windows with brown craft paper, let us dress up your windows with an approved covering. This will increase the marketability of your space and preventing you from possibly getting a code violation.

(Sec. 138-140\*)



To request complimentary window wraps for your business, contact the Miami Beach Economic Development Office at 305.673.7577.

MIAMI BEACH



**Sec. 138-140.**  
**VACANT STOREFRONT COVERS AND SIGNS.**

# MIAMI BEACH

**(A)**

**Purpose.** Vacant storefronts create blighted economic and social conditions contrary to the viable and healthy economic, aesthetic and social fabric that the city has cultivated and encouraged in its commercial zoning districts. The purpose of this section is to encourage and regulate the screening of the interior of vacant storefronts with aesthetically compatible and attractive material, to obscure the deteriorated or deconstructed conditions of vacant storefronts, and to allow temporary signs to be included on this material.

**(B)**

**Definition.** For purposes of this section, a vacant storefront is any ground floor business establishment that is unoccupied.

**(C)**

**Applicability.** The requirements of this section apply only to the ground floor windows and doors of vacant storefronts that face a public right-of-way.

**(D)**

**Storefront window cover permitted for vacant storefronts.** Windows and doors may be completely screened with an opaque material obscuring the interior. The materials used to satisfy this requirement shall be subject to review and approval by the planning department design review staff, in accordance with applicable design review and historic preservation criteria, and shall consist of 60-pound weight paper, or similar opaque material. Windows covered in accordance with this section may remain covered until issuance of a certificate of use or occupancy for the new occupant, whichever occurs first.

**(E)**

**Temporary signs permitted.** Material applied to windows in conformity with this section shall not contain general advertising signs or other prohibited sign types. Such material may contain signs that comply with the regulations of this chapter, as follows:

**(1)**

Artistic or super graphics in accordance with section 138-204, which may cover 100 percent of the window; and

**(2)**

Other types of signage allowed by this chapter, including real estate signs in accordance with section 138-136, and construction signs in accordance with section 138-133; signage under this provision may be incorporated into artistic or super graphics as referenced in **(1)** above, however text of such signage shall be limited to no more than 25 percent of the total window area of the vacant storefront.

The design and material of all proposed signs under this section shall require review by the planning department design review staff, in accordance with applicable design review and historic preservation criteria.

**(F)**

**City-provided storefront cover.** The city may also produce and provide preapproved storefront covers, with or without charge, to encourage the coverage of vacant storefronts.

Covers provided by the city shall also satisfy the requirements of this section.

To request complimentary window wraps  
for your business, contact the Miami Beach  
Economic Development Office at 305.673.7577.













